

### Agenda

Introduction – 5 minutes  
 Local Agency Sharing – 35 minutes  
 Client Barriers – 5 minutes  
 Q & A – 15 minutes

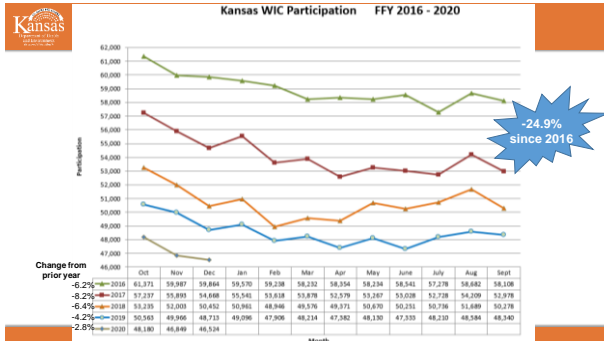
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### Local Agency Introductions

- ▶ Jane Freyenberger, RDN (Riley County)
- ▶ Kay Powell, RD, LD, CBE (Shawnee County)
- ▶ Heather Peterson, RD, LD (Reno County)
- ▶ Laura Grimmert, RD, LD (Johnson County)

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National WIC participation is declining, too!

2010 = 9.2 million

2018 = 6.7 million

(27% decline)

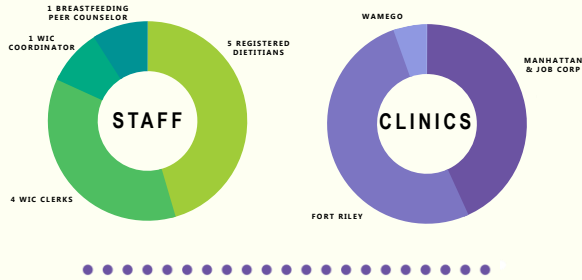
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**Local Agency Strategies to Increase Caseload**  
January 9, 2020

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## HOW WE SERVE



## STRATEGIC ACTION PLAN

Objective: Riley County WIC will show a *more positive trend in percent* change of active participation than the state of Kansas

	% change 2017 to 2018	% change 2018 to 2019
Riley County WIC	39.50	-5.02
State WIC	-4.65	-6.16

## HOW WE GOT STARTED

### NWA WEBINARS

National Recruitment and Retention Campaign:  
What's New in 2019  
January 24, 2019

NWA Outreach and Retention Survey Highlights  
February 21, 2019

Building Caseload Through Strategic Outreach:  
Using Data, Leveraging Staff, and Finding Partnerships  
March 21, 2019



JANE FREYENBERGER, WIC COORDINATOR  
JENNIFER GREEN, HEALTH DEPARTMENT DIRECTOR  
NATIONAL WIC ASSOCIATION  
BALTIMORE, MARYLAND  
APRIL 2019

## WHAT WE PRIORITIZED

### Community Partners

Met with medical office administrators and plan to continue communication quarterly

Plan to send thank you cards yearly for referrals sent to WIC

Collaborate with other organizations to highlight nutrition education



## WHAT WE PRIORITIZED

### Outreach Events

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Head Start Enrollment

Pott. Co Baby Shower

KSU Homecoming Parade

Grocery Store Visits

Victory Welcome

## WHAT WE PRIORITIZED

### Branding

Brochures

Magnets

Tablecloth / Display Banner

Cups

Radio Ad

## WHAT WE PRIORITIZED

### Clinic Environment

- Clerks provide RD's with completed Diet Questionnaires before they are done checking in = decreased wait time
- Clerks contact by phone and email no-shows within 30 minutes of missed appointment
- Signage displayed in waiting room to communicate with clerk if client feels like they have been waiting too long

## REFER A FRIEND CAMPAIGN

- GREATER MANHATTAN COMMUNITY FOUNDATION GRANT**  
**\$500**  
FOR INCENTIVES AND FACEBOOK MARKETING
- INCREASE CASELOAD BY 100 NEW CLIENTS**  
**38%**  
NEW CLIENTS ARE REFERRED BY FRIENDS AND FAMILY
- PROVIDE INCENTIVE FOR WIC CLIENTS TO DO OUTREACH**

## STRATEGIC ACTION PLAN

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Riley County WIC	-5.02	??
State WIC	-6.16	??



## CONTACT INFORMATION

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WIC Coordinator  
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## Shawnee County Out Reach



Healthy People – Healthy Environment – Healthy Shawnee County

## Why did Shawnee County start next day scheduling in 2015?

- 35% clients reschedule that day or no show
- Text reminders 24 hours ahead was not enough advance notice
- Were double booking to meet processing standards
- Often reschedules were 3 weeks out
- Difficult to schedule staff off



Leading the way to a healthier Shawnee County

## Making appointments for Next Day Scheduling

- All Ne+ and FU appointments are walk-ins
  - We created 2 appointment letters
    - Ne+ and FU appointments
    - MC, RC, Nei and RD appointments
- Both letters have a check off list of what items need to be brought back to the appointment  
Diet sheets attached is appropriate



Healthy People – Healthy Environment – Healthy Shawnee County

## April 2016 started scheduling out 1 week

- We do make exceptions and will schedule out more than 1 week for work or transportation issues
- Easier for staff to ask off when the appointment book is not already fully scheduled.
- After 3 years I think many client would say they do not want to schedule 3 months out because they do not know their schedule 3 months from now.



Healthy People – Healthy Environment – Healthy Shawnee County

## Caseload

- Our caseload has decreased in the past 4 years, but everyone caseload has decreased. Therefore, it is hard to determine if open access scheduling has affected caseload.



Healthy People – Healthy Environment – Healthy Shawnee County

## Possible changes

- Survey clients how they want to schedule their next appointment.
- Now that WIC Shopper can give more than 24 hour notice scheduling 3 months out might be a good options



Healthy People – Healthy Environment – Healthy Shawnee County

## Shawnee County Outreach

- Local hospitals place a "WIC Packet" in each new bay discharge packet which include cover letter, PP and infant diet questionnaire
- Local OB office place a WIC brochure in all new Pregnancy packet.
- Set up a second clinic site across town at a local community center



Public Health  
Shawnee County Health Department

Healthy People – Healthy Environment – Healthy Shawnee County

## Shawnee County Outreach

- Participate in Community Collaborations and meetings. Carry WIC brochures with me all the time.
- We have a hot spot on a cell phone and have taken the hot spot and lap top to Health Fairs and other community event to set up WIC appointments onsite.
- Plan next year to take hot spot to Head Starts and complete WIC certifications



Public Health  
Shawnee County Health Department

Healthy People – Healthy Environment – Healthy Shawnee County

## Using KWIC Reports

- Caseload Management
- Enrolled Not Participating Prior to Month End  
(recommend be printed last day of the month if a large agency)
- Benefit Issuance guided Ad Hoc Report  
( can put in end of use date by week)



Public Health  
Shawnee County Health Department

Leading the way to a healthier Shawnee County

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WIC Team Leader  
Shawnee County Health Department  
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Public Health  
Shawnee County Health Department

Healthy People – Healthy Environment – Healthy Shawnee County

## Outreach in Reno

Heather Peterson RDN, LD, CLC  
Reno & McPherson County WIC Coordinator

## What we tried...

- Utilized the Enrolled, Not Participating report
- Divided the pages amongst staff
- Called every family to schedule for an appointment

## What we learned...

- Spread the calling bonanza out over several weeks.
- This increased caseload for a month or two, but not long term
- Great way to capture folks that did not want to participate in WIC

## What we will try...

- Utilize the tool once per quarter
  - Ask clients that request to be taken off WIC, why they are making that request.
  - Record responses: is this information the SA would like?



## 2020 Nutrition Services Plan

- Purchase a Facebook ad promoting Reno WIC
- Increase presence on Facebook
- Connect with Head Start about back to school event
- Work with CACFP
- Coordinate efforts with Reno County Health Department Prenatal Program

## Johnson County outreach efforts

January 09, 2020

Presented by  
**Laura Grimmert**,  
 Johnson County WIC Coordinator  
 Laura.Grimmett@jocogov.org

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## Outreach efforts

- Headstart
- DCF outreach
- WIC Staff at stores to help with shopping/eWIC card use
- WIC'd database
- Enrolled Not Participating Report
- Web site pre-qualification form
- IRIS referrals
- Next day or 3 months out scheduling
- Delivered report from KU
- Health fairs, etc

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## WIC staff at a store to help clients shop

- This initiative was based on observed underuse of WIC benefits by one of our clerks, Sindy Romero, so she developed this idea and made a plan to implement it.
- Bilingual staff are available at one of our larger shopped stores in Olathe twice per month to help clients shop for their full WIC benefits and/or help in using their eWIC card at the register.
- WIC staff can give clients the 1/2 page flyers shown on the right if they feel a client could benefit from the on-site support. (Flyers are available in Spanish and English)



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## WIC'ed database

WIC Clients

Search by Client ID:  Search by WIC ID:

WIC ID	Client ID	First Name	Last Name	Gender	Birthdate	Counselor's Name
00000	11111	Barney	Smith	M	08/08/1970	Carol Smith
00000	00000	James	Smith	F	08/10/1980	Patricia J. Thompson
00000	44444	Mary	Thompson	F	08/12/1980	Patricia J. Thompson
00000	00000	Ann	Smith	F	11/02/1980	Carol Smith
00000	11111	Mary	Thompson	F	08/10/1980	Patricia J. Thompson
00000	11111	Ann	Thompson	M	10/08/1970	Patricia J. Thompson

Page 1 of 1

## Website pre-qualification form

JOHNSON COUNTY KANSAS

Home Residents Business Government Recreation Environment Health

WIC Pre-Qualification Form

Please fill out the fields below to help your application. We will review your information and schedule an appointment if you are eligible. We will contact you within 2 business days. If you don't hear from us by then or have more immediate needs, please call us at 913-825-1302.

Indicates required fields

First Name \*

Last Name \*

Address 1 \*

Address 2

City \*

Zip Code \*

Phone Number \*

## IRIS referrals

IRIS

Welcome back, Laura

YOU HAVE 5 INCOMING REFERRALS THAT REQUIRE ACTION

Referrals: 0 Incoming, 0 Outgoing, 2 Recently Complete, 1 Referral in Progress

Your organization does not currently have any referrals to process.

IRIS

## WICShopper App Survey Fall 2019

A survey was published on the WICShopper app to identify potential barriers including:

- Transportation
- Work
- Childcare
- Language Barrier
- Social Stigma
- Clinic Hours
- Reminders



The survey asked clients what makes it hard to attend appointments with the option of an open ended question.

- 4% reported they had forgotten their appointment or did not receive a reminder message.
- 20% responded they would be helped out if they received reminders.

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Survey results offered some potential solutions to clients being able to attend appointments.

- 33% of respondents indicated they would prefer earlier/later office hours
- 8% indicated they would prefer appointments over the lunch hour
- 35% indicated they have issues getting time off work and 1% stated WIC specific days are a barrier.

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### How Can We Tackle These Barriers?

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- If your clinic is not 100% WIC, do you allow drop in WIC appointments? Tell the clients if they are able to schedule an appointment outside of a normal WIC clinic day.
- Remind clients to allow notifications for WICShopper
  - Upcoming appointments and what the client needs to bring to the appointment is now available!



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## National WIC Association (NWA) Outreach Materials

National WIC Association: Pre-approved materials to use for outreach which have been created by the National WIC Association. Log into your account and select "Go to the online community". <https://www.nwica.org/>

The WIC Hub: Hosted by the National WIC Association with resources including advocacy tools and program materials. <https://thewichub.org>

- [WIC Outreach and Retention Survey Report](#)
- [NWA's Efforts to Recruit and Retain WIC Participants](#)
- [WIC, Medicaid, and SNAP: Teaming Up to Improve the Health of Women and Children](#)

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**Kansas WIC Program**  
Case/Management Report  
For Dec 2019 as summarized on Jan 02, 2020  
Client: Allen County WIC Clinic

Reported Benefits	Participating				Enrolled			
	Number	% of Total	Number	% of Total	Number	% of Total	Number	% of Total
<b>FOODEN</b>								
Program	75	77.0	0	0.0	0	0.0	0	0.0
Partially Breastfeeding	1	1.0	0	0.0	0	0.0	0	0.0
Partially Breastfeeding	4	4.0	0	0.0	0	0.0	0	0.0
Participation	17	17.0	0	0.0	0	0.0	0	0.0
Total Women	97	100.0	0	0.0	0	0.0	0	0.0
<b>BP/ADEN</b>								
Partially Breastfed	3	3.0	0	0.0	0	0.0	0	0.0
Partially Breastfed	0	0.0	0	0.0	0	0.0	0	0.0
Partially Breastfed	0	0.0	0	0.0	0	0.0	0	0.0
Total Infants	3	100.0	0	0.0	0	0.0	0	0.0
<b>TOTAL</b>	100	100.0	0	0.0	0	0.0	0	0.0
<b>% Enrolled Not Participating</b>	0.0				0.0			

This number means that 232 clients have benefits with a FUD in the month of the report. (And exclusively BF infants < 6 months old with no food benefits.) The 52 people not participating in the month means they are Active but had no benefits with a FUD in that month.

## Kansas



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